Brief Description of the Drawings

The disclosed inventions will be described with reference to the accompanying drawings, which show important sample embodiments of the invention and which are incorporated in the specification hereof by reference, wherein:

Figure 1 depicts a block diagram of the creation, reception, and response to interactive services.

Figure 2 depicts a block diagram of digital services being delivered to a viewer.

Figure 3 depicts an integrated display with a live video feed and interactive content.

Figure 4 depicts a block diagram of the viewer's connectivity and interaction with the provided interactive services.

Figure 5 is a diagram depicting a possible interactive display.

Figure 6 depict a flowchart of the interactive betting process.

Figure 7A depicts a block diagram of a first sample embodiment of the betting provider architecture.

Figure 7B depicts a block diagram of a second sample embodiment of the betting provider architecture.

Figures 7C and 7D illustrate examples of betting content retrieved by the betting provider architecture in the second sample embodiment.

Figure 7E is a flowchart illustrating a process performed by the betting provider architecture in the second sample embodiment.

Figures 7F and 7G shows the databases created and maintained by the betting provider architecture in the second sample embodiment.

Figure 8 depicts a block diagram of a direct reception scenario.

Figure 9 depicts a block diagram of an integrated reception scenario.

Figure 10 depicts a betting login page which includes Login and Password fields for logging on to the interactive service.

Figure 11 depicts a main betting page supplied by the betting server to the user at

logon.

Figure 12 depicts a window showing the status of currently available betting opportunities.

Figure 13 depicts a table representing the user selection of colors and when the different colors can be shown.

Figure 14 depicts skins which can be configured according to user preference.

Best Mode for Carrying Out the Invention

The numerous innovative teachings of the present application will be described with particular reference to preferred embodiments. However, it should be understood that this class of embodiments provides only a few examples of the many advantageous uses of the innovative teachings herein. In general, statements made in the specification of the present application do not necessarily delimit any of the various claimed inventions. Moreover, some statements may apply to some inventive features but not to others.

The preferred embodiments of the disclosed innovations involves the simultaneous reception and display of a DVB-T signal and display of dynamic or static content on a television. The static content is like that of a wireless terminal, *e.g.*, a mobile phone, a media phone, or an electronic book.

Various embodiments of the disclosed method and system will be described using interactive betting as an example of interactive content supplied to an end viewer. However, it should be noted that interactive betting is just one of many services that can be provided with the disclosed embodiments.

In the various disclosed embodiments, an interactive application, betting, for example, is facilitated. **Figure 1** depicts a block diagram of the creation, reception, and response to interactive services in the presently preferred embodiment. A television signal **120** is received, compressed, and converted for streaming onto the Internet **118**. Betting information is also created or obtained and then streamed onto the Internet **108** and **110**. A mobile betting client **102** can display the television program 120 and the betting information simultaneously and a

viewer can interactively select betting via the mobile betting client 102. Finally, the mobile betting client 102 transmits information to the host facility 108 by connecting to a network 116 linked with the host facility 108, for example, the Internet.

Alternatively, a host facility 108 can integrate data to be supplied to the viewer into the vertical blanking intervals of the television signal 120 and broadcast (or stream) the integrated signal. A mobile betting client 102 receives the broadcast integrated signal and separates the integrated signal into a television signal and the supplied dynamic or static data.

Digital broadcast technology allows for services that can present many-to-one, many-to-many, and one-to-one communication. DVB has defined delivery media for satellite services (DVB-S, direct-to-home viewing, cable (DVB-C) run in several countries, and terrestrial, or "over the air", (DVB-T) planned for 17 countries. Use of return channels enables digital receivers to provide a variety of services including Internet, television, and web content. Processing of the digital signal can be accomplished on a desktop or laptop computer.

Figure 2 depicts a block diagram of digital services being delivered to a viewer. The interfaces for the media can include, for example, GSM, GSM+, UMTS, ISDN, PSTN, ATM, and others 202. The protocol and interface enable a cluster of interconnected devices in the home, each receiving and processing digital broadcast services 204. A set top box (STB) or integrated receiver-decoder (IRD), such as the d-box™ manufactured by Nokia, Inc., 206 integrates the services for viewing on a television 208.

A television receiver that incorporates the invention should include a plug-in PIP module. Most receivers that incorporate PIP and other features also include a microprocessor control which, via a suitable control bus, periodically interrogates certain functional blocks and modules in the television receiver chassis to determine whether they are present and, if so, to control their operation. In the case of a PIP module, polling by the microprocessor indicates whether the module is present in the receiver. If it is, the microprocessor arranges to switch the composite video signals (from the tuner and external sources) through the PIP processor and then to the main video processor of the television receiver, in preference to the normal composite video produced. Thus, the video processor of the television receiver has its inputs

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